

国际商务汉语教程

INTERNATIONAL BUSINESS CHINESE COURSE

张泰平 编著

北京大学出版社
北京

著作权合同登记 图字:01-2000-2880

图书在版编目(CIP)数据

国际商务汉语教程. 中、英对照/张泰平编著. —北京:北京大学出版社,2000. 10

对外汉语教材系列

ISBN 7-301-04661-8

. 国... . 张... . 国际贸易-汉语-对外汉语教学-教材 . H195.4

中国版本图书馆 CIP 数据核字(2000)第 67398 号

内 容 简 介

本书以一宗国际贸易为线索,就其主要环节展开情景对话。每课即一个场景,包括对话、书信练习、句型和口语练习、新闻简讯、生词和练习。结构严谨,材料丰富新颖。

书 名: 国际商务汉语教程

著作责任者: 张泰平 编著

责任编辑: 吕幼筠

标准书号: ISBN 7-301-04661-8/ H0553

出版者: 北京大学出版社

地址: 北京市海淀区中关村北京大学校内 100871

网址: <http://cbs.pku.edu.cn/cbs.htm>

电话: 出版部 62752015 发行部 62754140 编辑部 62752032

电子信箱: zpup@pup.pku.edu.cn

排印者: 北京大学印刷厂

发行者: 北京大学出版社

经销者: 新华书店

787 × 1092 毫米 16 开本 12.75 印张 222 千字

2000 年 10 月第一版 2000 年 10 月第一次印刷

定 价: 33.00 元

前言 Preface

《国际商务汉语教程》的编写工作缘于1996年春季的时候,美国华盛顿大学(University of Washington)邀请我讲授“职业汉语”(Professional Chinese)课,这门课是专为“职业学生”设计的。职业汉语基本上就是商务汉语,随着国际贸易的日益发展,今天在美国大学的汉语课程中算是一门新课,要求上这门课的学生也日渐增加。

在华盛顿大学,对要求上这门课的学生甄选相当严格,报名者不但需要在美国大学选修过三年以上的汉语课程,而且要求曾经在中国内地或是香港、台湾地区居住过一年以上,另外还需要通过“电话面试”,谈话的时间大约十分钟,评分的标准分为五类,即语音、语法、词汇、会话流利程度和听力理解能力,测验的成绩必须在八十分以上才能选修这门课。

在准备上课材料期间,虽然曾经多次寻访图书馆、大学出版社、中文书店,寻找适合这些职业学生工作背景的教材,但总是不得要领,市面上并没有适合这类学生程度的教科书,在这样的情况下,于是决定自己编写这门课的教材。说起班上的学生,虽然他们工作的领域不同,有电脑公司亚洲部门的经理、美国商业部的官员、国际律师事务所的律师、大卡车制造工厂销售部的经理、国际贸易公司的负责人、金融财务分析专家和商学院企业管理硕士班的学生,但是他们都有一个共同的背景和兴趣,就是他们工作的范畴都与中国有关。

多年来,我曾经在国际商业领域工作,除了担任《亚洲太平洋英文商报》的发行人外,还举办了数次国际性的商展,参与了许多中外合资企业的策划工作,对国际贸易、国际融资等工作范畴有一定的认识与亲身体验。因此,在编写教材期间,经常回想当时工作的情景,有时要捕捉澎湃的思潮、跳跃的字幕,在将它们化成对话的形式时,还需要一番静心的功夫。最有趣的是在课堂上与学生们研讨课文中对话的内容,看看是否符合实际工作的情况,当学生们一致点头认同课文的内容时,心中便升起一股莫名的欣喜。

这本教科书的内容以国际贸易为主,每一课包括六个部分,即对话、书信练习、句型和口语练习、新闻简讯、生词和练习。前面六课的对话部分较为简短,随着词汇的增加,后面九课对话的句子也随着逐渐增长,并加入一些通行的四字成语;书信方面也是由短到长,开始的几课包括了许多传统的称呼和词句,但是随着

2 Preface

时代的改变,在电子邮件通行的今天,书信的内容和称呼等也渐趋通俗化;句型和口语练习则是基本选取文中的对话部分,以常用的句型作为基本架构,替换词汇,增加读者使用词汇的灵活性和流利性;新闻简讯部分则选自适合该课内容的报章杂志,包括中国内地或台湾和香港地区出版的现行刊物,其中有经济新闻、时事报道、贸易消息、经贸问题分析;作业部分则包括问答题、造句和书信练习三部分。课文后的附录一是各种货运表格,附录二则为本书中所有的生字词汇,括弧里的数字为生词第一次出现的课文序号。

这本教科书的内容,除了新闻简讯选自报章杂志外,其他几部分都是编者自己编写的,内容除了包括与国际贸易有关的工作实况外,并对国际贸易的整体结构提供粗浅的认识。经过一年多的编写工作,这本《国际商务汉语教程》终于完稿了,感谢外子康达维教授在百忙中抽空审定原稿,感谢汉语班学生的建议和意见,但是限于个人水平,疏漏和错误必然难免,竭诚欢迎读者指正。

张泰平

2000年3月11日

PREFACE

The rapid growth of international trade in China has greatly enhanced its economic growth and foreign capital investment in the past two decades . In recent years , the Chinese government has attempted to accommodate increased demand for greater market access for American goods and services . Supported by a strong economy and an increasingly open door policy , China has emerged as an important economic giant in world affairs and has considerable influence over Asia and the globe . In the words of one scholar :

“ It is not unimaginable or unrealistic to assume that early in the 21st century the combined Gross Domestic Product (GDP) of Greater China will surpass those of the European Community and United States; it will be the world’s leading trader and in possession of the world’s largest foreign exchange reserves; it will be a source of state-of-art high technology and scientific and medical advances; it will be the world’s largest consumer; it will garrison the world’s largest military establishment; and may be the pre-eminent member of the Group of Nine nations (including Russia) . Greater China will also overtake Japan as the dominant regional power, with Shanghai and Hong Kong the financial nexus of East Asian economic dynamism .” (David Shambaugh, “ Introduction: The Emergence of Greater China ”, *The China Quarterly*, December, 1993, P653)

Since the 1980s, the trend of opening up the Chinese market continues, and China handles its foreign economic activities with more global orientation . China in the 1990s finds itself in the ranks of the world’s top 10 exporters . Its total trade, having tripled in 10 years, is one-fourth of China’s gross national product . Both imports and exports growth rose to double-digit levels in the 1990s, and it has a substantial trade surplus and foreign exchange reserves . Indeed, China is enjoying far more vigorous growth in recent years than the economies of the U . S . , Japan, and most other countries .

Now entering the 21st century, I firmly believe that doing successful busi-

ness in China begins with an understanding of their language, customs, protocols and business practices. Successful professionals in the international business community not only speak the language of their business partners or clients, they also understand and follow their business culture. Thus, this textbook, *International Business Chinese Course*, is designed for more advanced students who are interested in doing business with China, learning their proper business language and business culture. I started to compile the materials in 1996 while I was teaching Professional Chinese at the University of Washington. All the students enrolled in the class were professionals: U.S. Department of Commerce officials, attorneys specializing in international trade, computer software engineers, owners and buyers of international trading firms, marketing specialists of the world's largest aircraft manufacturing company, etc. All the students had a minimum of three years of college-level Chinese language training plus one year of living experience in China — Mainland, Taiwan and Hong Kong.

The content of *International Business Chinese Course* focuses on the international trade issues of Greater China in the contemporary world. The subjects include international businesses such as negotiation over price, checking credit, placing orders, reaching agreement, method of payment, packing, loading, shipping, customs declaration and clearance, commodity inspection, insurance, claim and compensation, dispute and arbitration, as well as settlement. Contemporary writings, which include newspaper reports, periodical articles, documentary materials, and statistics, are the main tools to explore different aspects of international businesses. Shipping documents such as shipping order, clearance report, bill of lading, dock receipt, delivery order, export cargo manifest, and unloading report are enclosed for reference.

The primary structure of this textbook is divided into six sections: 1. Dialogue; 2. Practice Writing Letters, 3. Sentence Practice and Substitution Drill; 4. News in Brief; 5. New Words and 6. Exercises. The overall purpose of this textbook is to increase students' vocabulary, improve their speaking and listening skills, and increase their knowledge of Chinese business culture and business practices. Here are my specific goals:

- Build up business and professional terminology;
- Read business related articles and statistical information;
- Learn business customs and practices;

- Learn proper manners of answering the telephone, responding to business inquiries, and making appointment;
- Practice taking messages and notes, and writing a brief summary report in Chinese;
- Practice making formal presentations;
- Review business documents including invoices, shipping documents, bank statements, and brochures introducing new products;
- Write basic business letters, resumes, etc .

However, this textbook does not intend to teach students how to do business in China, but how to use the language in a business environment . In order to reach more readers, both simplified characters and traditional characters are included . Notes are provided on the same page for easy reference . The New Words section serves as a glossary for quick review .

I am most grateful to my husband, Professor David R . Knechtges, for his unconditional support while I was serving as the publisher and editor-in-chief of *Asia Pacific Business Journal* . I learned about business practices and culture while I immersed myself in the business working environment . I am also grateful to him for proofreading my manuscript and his valuable suggestions . I would like to thank Mr . Lloyd Sanford, Vice President of Strategic Planning of Scanwell International, Inc . for checking the content's accuracy in international trade practices . I would also like to thank Mr . Zhang Yue, former Project manager of the China National Instrument Import and Export Corporation, for reading through the Chinese text to make sure the content of this textbook conforms with the current business practices in China . However, mistakes and misinformation remain mine . Suggestions and comments are most welcome .

Taiping Chang, Ph . D .
University of Washington
Department of Asian Languages and Literature
Box 353521
Seattle, WA 98195-3521
E-Mail: taiping@u .washington .edu

March 11, 2000

语法略语表
Abbreviations for Grammar Terms

abbr .	Abbreviation	简称
adj .	Adjective	形容词
adv .	Adverb	副词
hon .	Honorific	尊称
mw .	Measure Word	量词
n .	Noun	名词
Ph .	Phrase	短语
Prep .	Preposition	介词
Prop . n .	Proper Noun	专有名词
v .	Verb	动词

第一课 查询 Inquiry

一 对话 Dialogue

张明 您好！你们公司 10 月 1 日在《商业周刊》和《华尔街日报》上刊登的广告说，最近新上市了一批独特、新颖的袖珍型电脑，而且保证是目前市场上最好的产品。

On October 1, your advertisements in *Business Week* and *Wall Street Journal* show a new line of lap top computers which bear some unique, new designs and is guaranteed to be the best product on the market now .

李亮 是的，这是我们公司多年来研究开发的成果。

Yes, these (products) are the results of our company's many years of research and development .

张明 ABC 公司曾经来信推荐，说你们公司是美国最大的电脑硬件生产公司，国内外的信誉都很好。

ABC Company has written and recommended you to us as the largest computer hardware manufacturer in America, and they tell us you enjoy an excellent international (domestic and overseas) reputation .

李亮 谢谢他们公司的推荐，我们已经有二十年的来往历史了。

Thanks for ABC Company's recommendation . We've been dealing with ABC Company for the past 20 years .

张明 你们公司有没有产品目录？请寄一份给我们。我们是第一国际贸易公司。

Does your company have catalogues? Please send us a copy .
We are First International Trading Company .

李亮 好的,我们备有详细的目录和说明书。

Fine, we have a detailed catalogue and a booklet of illustrations .

张明 请把今天广告上的产品说明和一份样品寄给我们,说明最低价格和最优惠的购买条件。

Please send us a sample of your product as advertised in today's (paper), quoting your lowest prices and the most favorable purchase terms .

李亮 我今天会给您寄一份最新的目录,里面有各种产品的图片和说明,请查收。但是必须附带说明的一点是有关产品的样品,我们必须先收费,不能赠送。

I'll send you the latest copy of the catalogue containing pictures and descriptions of all products for your inspection today . However, by the way I must make it clear that we must ask you to pay in advance on the sample order . We cannot give it to you free .

张明 过去别的公司寄来的样品都比市价便宜,你们的也比较便宜吗?

In the past, the samples sent to us by other companies are cheaper than market price . Is yours also cheaper?

李亮 我们会给你们打样品折扣。

We will give you sample discount .

张明 好,请把样品发票和目录寄来,并在目录上把每一种电脑的价格注明清楚。

Fine, please send us the sample invoice and the catalogue . In addition, please clearly mark the price of each model of the computers in your catalogue .

李亮 请放心,每一种产品的价格都很详细地列在目录里了。

Don't worry, the price of every product is clearly listed in the catalogue .

张明 如果价格合适,我们打算大批订购。

If the prices you quote are satisfactory to us, we would like to order in large quantities .

李亮 我们欢迎大批订购的客户。

We welcome customers with large quantity orders .

张明 对一般电脑零售商,有没有折扣?

Do you offer discounts to general computer retailers ?

李亮 如果是大批订货、现金交易,我们可以打折扣。

If you order in large quantities and pay cash, we'll give you a discount .

张明 如果是现金交易,折扣是多少?

What is the discount rate in the event we pay cash ?

李亮 我们最多只能够给百分之十五的折扣。

We can give you 15% discount at most .

张明 能不能再多打一点儿?

Can you offer more discount ?

李亮 不能了。

No, I don't think so .

张明 如果我们决定购买你们的产品,要怎么下订货单?

If we decide to purchase your products, how shall we issue the order list ?

李亮 如果有意和我们交易,请列商品清单,正式询价,我们会马上报价。

If you are interested in doing business with us, please send us a list of merchandise which you wish to purchase . We'll send you an estimated price list right away .

二 书信练习 Practice Writing Letters

查询书信 Letters Asking for Information

范例一 *Sample 1*

敬启者：

请惠寄贵公司于 1998 年 10 月 1 日在《新闻周刊》和《华尔街日报》广告中刊登的最新产品目录和说明书各一份，谢谢。

敬祝

大安！

第一国际贸易公司进口部经理 张明

1998 年 10 月 5 日

October 5, 1998

123 Main St .

City, State 98000

To whom it may concern,

Please send me a copy of your latest catalogue of new products and the brochure as advertised in *Business Week* and *Wall Street Journal* on October 1, 1998 . Thank you .

Sincerely,

Zhang Ming

Manager, Import Division

First International Trading Company

范例二 *Sample 2*

第一电脑公司经销部经理先生：

请惠寄贵公司手提型电脑的一些有关资料以及所有产品的最新目录，包括图片和说明。

如果您认为贵公司的产品适合我们公司的需要，请派业务代表与

我们直接联系。 专此。

即颂

大吉！

第一国际贸易公司进口部经理 张明

1998年10月5日

October 5, 1998

Sales Manager

First Computer Inc .

123 Main Street

City, State 98000

Dear Sir,

I would like to have some information about your lap top computers .

Please send us the latest copy of the catalogue containing pictures and descriptions of all your products . Please have your sales representative contact us if you think any of your products will suit our purpose .

Sincerely,

Zhang Ming

Manager, Import Division

First International Trading Company

范例三 *Sample 3*

第一电脑公司经理先生：

我们公司有意订购贵公司最近惠寄的9月份的目录第十五页的手提型电脑。

随信附上一张准备订购的产品清单，请告知贵公司的产品501型二十件、502型四十件和503型六十件的估价总值，并请附上详细的产品说明。

除了产品估价外，我们公司也希望知道大量订购的价格。如果是

大量订购而且以现金支付, 贵公司提供折扣吗? 我们公司在美国有十二家商店, 希望能够大量订购贵公司的产品。

此致

大遂!

第一国际贸易公司进口部经理 张明

1998年10月5日

October 5, 1998

First Computer Inc .

123 Main Street

City, State 98000

Dear Sir,

We are interested in purchasing a number of the lap top computers shown in the September catalogue page 15 you sent us recently .

Enclosed is a list of merchandise that we wish to purchase . We would like to have an estimate from your company . Please give us a complete description with your price quotes on 20 units of Model 501, 40 units of Model 502 and 60 units of Model 503 .

In addition to the price estimates, we also would like to know large-volume prices . Do you offer discounts on large-volume and cash orders ? We have 12 stores in America and may wish to order in large-volume .

Sincerely yours,

Zhang Ming

Manager, Import Division

First International Trading Company

三 句型和口语练习

Sentence Patterns and Substitution Drill

1. 他保证这种电脑是目前市场上最好的产品。

- (保证……是……)
- (产品、便宜/ 价格、合理/ 样品、最新颖的式样)
2. 这是我们多年来研究开发的成果。
- (多年来……的成果)
- (努力/ 练习/ 工作/ 开发产品)
3. 你们公司是进出口公司吗？
- (你们公司是……)
- (电脑公司/ 电脑生产工厂/ 软件零售商/ 食品加工公司)
4. 请把目录和说明书一起寄来。
- (把……一起寄来)
- (图片和说明书/ 报纸和杂志/ 电脑的硬件和软件/ 发票和清单)
5. 我今天把目录和说明书一起都寄给你了, 请查收。
- (把……寄给你了, 请查收)
- (钱/ 衣服/ 礼物/ 包裹/ 打字机)
6. 我们的商品比市场上的又好又便宜。
- (又……又……)
- (便宜、好吃/ 便宜、好看/ 健康、有钱/ 凉快、干净)
7. 订货的时候我们常以现金交易。
- (……的时候, 以……交易)
- (买书、现金/ 买衣服、信用卡/ 买菜、支票)
8. 能不能再打一点儿折扣？
- (能不能再……)
- (喝一杯咖啡/ 吃一个面包/ 给五块钱/ 早一点儿来/ 多留五分钟)
9. 我要附带说明的是广告费很贵。
- (附带说明的是……很……)
- (台北的天气、热/ 现金交易的方式、快/ 工厂的生产、慢/ 产品的目录、多)

四 新闻简讯 News in Brief

当前我国机电产品出口形势及对策 ——1998 年我国机电产品的出口状况

1998年,尽管有亚洲金融危机的影响,我国机电产品的出口仍保持了较快的增长势头,全年出口665.4亿美元,比上年增长12.2%,超过了机电产品出口650亿美元的预期目标。同时,机电产品出口占全国外贸出口总额的比重上升到36.2%,比上年提高3.7个百分点,继续保持中国第一大类出口商品地位。机电产品的出口首次超过了进口(1998年机电产品进口638.7亿美元)。在机电产品出口商品结构上:机电类产品出口额593.9亿美元,比上年增长12.9%,占机电产品出口比重89.3%,占机电产品出口净增总额93.9%;自动数据处理设备及零部件出口103亿美元,比上年同期增长14.3%;集装箱出口15.9亿美元,比上年同期增长54.4%;一般贸易机电产品出口137.1亿美元,比上年同期减少18%,占全国机电产品出口的20.6%。在市场结构上,机电产品对欧洲出口133.9亿美元,比上年同期增长26.1%;对拉美出口19.5亿美元,比上年同期增长21.1%;对北美洲出口170.3亿美元,比上年同期增长24.3%;对非洲出口14.8亿美元,比上年同期增长19.6%;对亚洲出口319亿美元,比上年同期增长1.4%。1998年我国机电产品出口到215个国家和地区,其中出口超过1亿美元的达到49个,比上年增加7个,这部分出口总额占机电产品出口总额的97%,市场多元化战略取得成功。国有企业机电产品出口249.2亿美元,比上年同期下降2.5%,外商投资企业机电产品出口401.2亿美元,比上年同期增长16.9%,增长较快。机电产品出口的增长为稳定人民币汇率、增加财政收入、拉动全国外贸出口乃至整个国民经济的增长做出了重要的贡献。同时,也存在一些问题。比如:机电产品出口后劲不足,出口增长的质量和效益还不高;出口产品结构和市场结构调整缓慢,出口企业适应能力和国际竞争力不高。近13年来,我国机电产品出口年均增速32.7%,但1998年增长速度明显减缓,仅对亚洲少出口和出口价格下降这两项因素,降低增长额约19个百分点。此外,对机电产品出口在政策支持力度、广度方面与国外相比,还有较大差距,还要认真解决产品质量不高、档次偏低、商情不灵、服务不周和市场秩序混乱等方面的问题。

选自《国际贸易问题》1999年第9期

作者:南昌大学 徐凌云

五 生词 New Words

- | | | | |
|----------|-----------------|-----------------|---|
| 1. 查询 | cháxún | <i>v.</i> | make inquiries (about); ask |
| 2. 商业周刊 | Shāngyè Zhōukān | <i>prop. n.</i> | <i>Business Week</i> |
| 3. 华尔街日报 | Huá'ěrjī Rìbào | <i>prop. n.</i> | <i>Wall Street Journal</i> |
| 4. 刊登 | kāndēng | <i>v.</i> | advertise; publish in a newspaper or magazine |
| 5. 广告 | guǎnggào | <i>n.</i> | advertisement |
| 6. 一批 | yìpī | <i>meas.</i> | a batch of (things); a group (of people); a large quantity or number |
| 7. 独特 | dútè | <i>adj.</i> | unique; distinctive |
| 8. 新颖 | xīnyǐng | <i>adj.</i> | new and original |
| 9. 袖珍型 | xiùzhēnxíng | <i>adj.</i> | portable style; lap top style |
| 10. 电脑 | diànnǎo | <i>n.</i> | computer, it is also called 电子计算机 |
| 11. 保证 | bǎozhèng | <i>v.</i> | guarantee; assure; ensure |
| 12. 目前 | mùqián | <i>adv.</i> | at present; at the moment |
| 13. 研究开发 | yánjiū kāifā | <i>v./n.</i> | research and develop; research and development; sometimes it is used in its abbreviated form 研发 (R & D) |
| 14. 推荐 | tuījiàn | <i>v./n.</i> | recommend |
| 15. 硬件 | yìngjiàn | <i>n.</i> | computer hardware; it is also referred to as 硬体 in Taiwan and Hongkong |
| 16. 信誉 | xìnyù | <i>n.</i> | reputation; credit |
| 17. 目录 | mùlù | <i>n.</i> | catalogue |
| 18. 备有 | bèiyǒu | <i>v.</i> | have; be equipped with |
| 19. 说明书 | shuōmíngshū | <i>n.</i> | a booklet of directions; manual |
| 20. 样品 | yàngpǐn | <i>n.</i> | sample (product); specimen |
| 21. 价格 | jiàgé | <i>n.</i> | price, same as 价钱 |
| 22. 优惠 | yōuhuì | <i>adj./n.</i> | preferential; favorable; incentives |
| 23. 购买 | gòumǎi | <i>v.</i> | buy; purchase |
| 24. 条件 | tiáojiàn | <i>n.</i> | condition; term; factor; articles or |